



F a c e b o o k G r o u p s

Epic Engagement Top Ten Tips

WWW.EFFECTIVELYAFFECTING.COM

This Is Me

WHO AM I?



Hello! I am Lisa, Business Coach Extraordinaire

I am a Facebook Certified Community Manager and Engagement Strategist creating faster results in less time on social media.

What the heck does THAT mean? I wish I knew!! You see, "they" (whoever they are) tell you that this page is important. The thing is - I cannot tell you what I will do for you and your business until I see where the areas for improvement are. Trust me - YOU are a goldmine!! And my job is to help you not only find and mine those precious nuggets - but to make sure you are selling them and making the money your amazingness deserves.

I will tell you that when I explain things to you - whether that be the algorithm (I have been called the Algorithm Whisperer), or untapped revenue streams, or show you what the world sees when they look at you - that I will do it with love and excitement and more often than not - I will take you on a verbal journey using analogies that will stay with you long after our conversation is over. And THAT is one of my superpowers. Just one. You didn't think I would spill ALL my secrets here, did you??

Lisa

WWW.EFFECTIVELYAFFECTING.COM

Top 10 Strategies

WWW.EFFECTIVELYAFFECTING.COM

Number

01

Think Percentages Not Numbers

Social media is full of vanity metrics - but the reality is that percentages matter so much more! A group of 100k people sounds impressive, unless only five are engaged!!

Number

02

Clean House

No, we don't mean like that, relax. But did you know that you have a list of Unavailable Members and they could be dropping your engagement ranking?

Number

03

Welcome Message

Facebook provides a way to do this with a post, but we find it is much more effective to personalize this for your group! A video is a great way to let new members know how to find things and what to expect.

Number

04

Top Contributors

Your Insights will tell you who your top contributors are in the group. Recognizing them rewards them for being active in your community AND sparks the competitive nature in others. WIN/WIN!!

Number

05

Badges

This is another great feature that you can activate and FB will do all the work for you! It makes members feel recognized to earn a badge and that inspires loyalty and trust. They feel seen!

Top 10 Strategies

WWW.EFFECTIVELYAFFECTING.COM

Number

06

Announcements/Featured Posts

This is a tool we misuse all the time. It's either used far too often and gets ignored, or it is only used for corrections, sales, or complaining. Use this sparingly and for exciting reasons and people will take note!

Number

07

Featured Members

Whatever the topic or purpose of your group, there is always a way to Feature a member/members and provide recognition.

Number

08

Be Visible

We see so many group leaders utilize a connected Page to post and comment in a group and that is fine, but it is also important to be seen as human. When appropriate, comment and be involved from your profile, too.

Number

09

Build Connections

Groups are about connecting the humans, so whenever possible - do that! When someone makes a post or asks a question - tag a member that can add value or has relevant experience to help.

Number

10

Be Positive

We are not saying that you cannot tackle the tough subjects if that is a part of your group culture, however make sure that the overall general vibe is a place that your members feel welcome and they WANT to spend time in for best results.

Ta-da! Now you have the basics and some ideas to get greater reach and results in your Facebook Groups. I am excited to hear which ones provide the most dramatic results for you, as well as if there are any that you had never heard about before! Please send me a message and let me know.

Also, if these sound amazing but you need just a bit more in depth information on how to apply these inside your own groups, or would like to have a step by step action plan for each one, I have a much more in depth eBook available for just \$29. (By the way - the eBook may or may not have at least 5 more tips!) Message me the words EPIC ENGAGEMENT and I will send you the link for that.





“

“A man who stops advertising to save money is like a man who stops a clock to save time.”

HENRY FORD

”

W A N T T O Learn More?

I am currently offering small group Masterminds monthly to help you skyrocket your engagement and create better results - FASTER! These are small, private groups with unlimited access for questions. To apply for the waitlist - click below!

JOIN THE
MASTERMIND



WWW.EFFECTIVELYAFFECTING.COM